

Ready, Set, Bake

Maison Orphée launches Ready-to-Bake Collection to meet consumers' needs for quality baked goods in a flash

Home-baked meets convenience, as Maison Orphée launches its Ready-to-Bake collection of five sweet and savoury mixes, chock full of healthy supergrains, and perfect for time-pressed Canadians. It's the kickstart any busy cook needs, ideal for meal prep, families on the go or inspired entertaining.

Featuring an offering for both those who have a sweet tooth or those who prefer a salty kick, there's something for everyone, with mixes that can be customized according to personal preferences.

According to the Specialty Food Association, "Elevated convenience will be a trending theme...across the industry to maximize flavour, pleasure, and experience while minimizing stress and mess."*

These new baking mixes are the definition of everyday practicality: Not only are they quick and easy to prepare, they are perfect for weekday meals, last-minute guests, a forgotten bake sale or a weekend at the cottage.



Homemade enjoyment

With a focus on simple, quality ingredients, Maison Orphée's Ready-to-Bake Mixes offer sprouted grains and super seeds for enhanced nutritional value and texture.

Featuring familiar flavours the whole family will love, the mixes produce great bakes that are deliciously comforting, while remaining an accessible, affordable option, with only a few simple pantry staples to add.



Out-of-the-box

While each of Maison Orphée's new Ready-to-Bake mixes is perfect on its own, they also allow for endless customization, serving as a versatile base to express creativity in the kitchen.

For additional information about the new Ready-to-Bake Mixes Collection, please visit: <https://maisonorphee.com/en/collections/melanges-a-cuisiner>

*<https://www.specialtyfood.com/news-media/news-features/specialty-food-news/mealtime-convenience-solutions-debut-at-show/>



About Maison Orphée

Maison Orphée is, at its core, a Québec family business led by sisters Élisabeth and Éline Bélanger, supported by a passionate team dedicated to creating healthy and delicious food. Since its founding in 1983, its mission has been to deliver exceptional cold-pressed virgin oils and natural condiments to consumers. The product range includes extra virgin olive oils, seed oils and specialty oils, as well as mayonnaises, mustards, dressings, vinegars, sea salt and pastry staples.

For 40 years, Maison Orphée's commitment to working with local and global producers who share its social and environmental values has enabled the development of invaluable expertise from farm to table. Today, its products are available at over 3,000 retailers across Canada, showcasing the exceptional quality and trust customers have come to rely on.

MAISON ORPHÉE

Introducing Maison Orphée's newest essentials: A range of at-home baking products. This collection celebrates the craftsmanship of Québec's artisans while highlighting the company's signature offerings through easy-to-make, flavourful, and wholesome ready-to-bake mixes. All are made with premium natural ingredients, mostly from Canada, and supergrains or sprouted grains (dependent upon the product).

All are aligned with Health Canada's new dietary targets, in that they meet recommended values for saturated fats, sugar, and sodium. In addition, they are non-GMO for a more transparent and responsible diet.

Maison Orphée's Ready-to-Bake mixes are available at Sobeys, Safeway, Thrifty Foods and online at maisonorphee.com. SRP, \$8.99



Chocolate Cake Mix

A rich, moist cake crafted with wholesome and flavourful ingredients that the whole family will adore.

Carrot Cake Mix

A classic, reimagined the Maison Orphée way — with pumpkin and sunflower seeds.



Savoury Muffin Mix

Delicious herb muffins made with a distinctive blend of super grains. Unique and great with add-ins.



Focaccia Mix

A soft, airy focaccia with a crispy crust, made with a bold blend of sprouted grains. Top as you see fit.



Pizza Dough Mix

A perfect pizza dough made with sprouted grains, known for their nutritional benefits. Just add your favourite toppings!

